Job No. 995 November, 1958 Number ..... County ..... Place ..... **B**

1. We are doing a study on how people feel about things like coffee, tobacco, candy, and so on. For example, do you smoke cigarettes? As much as a pack a week?

Smoke cigarettes	11–1	(Skip to 3)
Don't smoke	2	(Ask 2)
Don't know	3	(Ask 2)

2a. Did you used to smoke cigarettes?

Yes	4	(Ask b)
No	5	(Skip to 21)
Don't know	6	(Skip to 21)

b. How long ago did you stop smoking cigarettes?

Less than 6 months	7
6 months—less than 1 year	8
1 year—less than 2 years	9
2 years—less than 3 years	0
3 years or more	X
Don't know	Y

c. What brand of cigarettes were you smoking then?

Camel (Reg.)	12–1
Chesterfield (Reg.)	2
(King)	3
Hit Parade (King Fil.)	4
Kent (King Fil.)	5
Kool (Reg. M)	6
(Fil. M)	7
L & M (King Fil.)	8
Lucky Strike (Reg.)	9
Marlboro (King Fil.)	0
Old Gold (Reg.)	13–1
(King)	2
(Fil)	3
Pall Mall (King)	4
Parliament (Reg. Fil.)	5
(King Fil.)	6
Philip Morris (Reg.)	7
(King)	8
Raleigh (King)	9
(Fil.)	0
Salem (Fil. M)	X
Spud (Fil. M)	Y
Tareyton (King)	14–1
(King Fil.)	2
Viceroy (King Fil.)	3
Winston (King Fil.)	4
Other Regular	5
Other King	6
Other Filter	7
No regular brand	8
Don't know	9

2d. Why did you stop smoking cigarettes?

	15–	(Skip to 21)
	16–	(Skip to 21)
Don't know	16–Y	(Skip to 21)

3. Here is a card with a list of different things on it. Would you go down the list and tell me which things you never have or don't have very often? (HAND RESPONDENT CARD)

Coffee	12–1
Highballs or mixed drinks	2
Chewing gum	3
Coke or other soft drinks	4
Beer or ale	5
Wine	6
Candy	7
Cigarettes	8
Don't know	9

10017540 58

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

4. Here are some situations in which you might particularly want some of the things on the list.

	Coffee	Gum	Highball or mixed drink	Coke or soft drink	Beer or ale	Wine	Candy	Cigarettes	None or don't know
a. It's a beautiful evening and you are sitting alone enjoying the sight of a full moon in a clear sky. If you could have any one of the things on the list, which would you want?	13–1	2	3	4	5	6	7	8	9
b. Supposing you were driving a car and, through no fault of your own, you narrowly missed hitting a child and as a result were pretty shaken and nervous. If you could have any one of the things on the list, which would you want?	14–1	2	3	4	5	6	7	8	9
c. You are working late on a long job and there is still another hour's work to do. You take a break for a few minutes before going on to finish. If you could have any one of the things on the list, which would you want?	15–1	2	3	4	5	6	7	8	9
d. It's a nice, sunny but cool day in November. You have just finished playing some outdoor game which you enjoy. If you could have any one of the things on the list, which would you want?	16–1	2	3	4	5	6	7	8	9

5. What is it you like about (each thing used in 3)? What good effects does it have on you? Anything else?

Coffee

17–

18–

Don't know 18–Y

Highball or mixed drink

19–

20–

Don't know 20–Y

Coke or other soft drink

21–

22–

Don't know 22–Y

5. (cont.)

Beer or ale

23–

24–

Don't know 24–Y

Cigarettes

25–

26–

Don't know 26–Y

6. If I were to say just "The City of Boston" to you, several things might come to mind. For example, you might think of the Boston Tea Party, Harvard University, baked beans, or a number of other things. On the other hand the word "Butter" might bring to your mind the words "eggs," or "margarine," or "buttercups," or "fat," or "yellow," or something else. Now, what comes to your mind when I say cigarettes?

27–

28–

Don't know 28–Y

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Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

7a. Now I'll start some sentences and ask you to finish them for me. Here is the start of the first sentence and when I stop talking you just finish it with whatever pops into your head. "The best cigarette of the day is the one I have when _____"

29–

30–

Nothing or don't know ____ 30–Y

b. Here's the next one: "I am inclined to smoke more when I'm _____"

31–

32–

Nothing or don't know ____ 32–Y

c. "The trouble with cigarettes is that they _____"

33–

34–

Nothing or don't know ____ 34–Y

d. "Every once in a while a cigarette tastes unusually good. With me it's when _____"

35–

36–

Nothing or don't know ____ 36–Y

e. "The advertising for cigarettes is _____"

37–

38–

Nothing or don't know ____ 38–Y

f. "I would smoke more if they _____"

39–

40–

Nothing or don't know ____ 40–Y

8. How many cigarettes do you usually smoke a day?

6 or less	41–1
7 - 15 (½ pack)	2
16 - 25 (pack)	3
26 - 35 (1½ packs)	4
36 - 45 (2 packs)	5
46 - 55 (2½ packs)	6
56 or more	7
Don't know	8

9. Are you smoking more than you did a year ago, less, or do you smoke just about the same amount as you did a year ago?

More	9
Less	0
Same	X
Don't know	Y

ASK FIRST ABOUT HIGHBALL ____ 42–X
ASK FIRST ABOUT SOFT DRINKS ____ –Y

10a. Would you read down this list and tell me which of these words and phrases you would use to describe a really good (High Ball or cocktail) (Soft drink)? (HAND RESPONDENT CARD) Any others?

	a. Highball or Cocktail	b. Cigarettes	c. Soft Drinks
Distinctive	42–1	44–1	46–1
Clean	2	2	2
Mild	3	3	3
Gives you a lift	4	4	4
Mellow	5	5	5
Rich flavor	6	6	6
Cool	7	7	7
Has a good aroma	8	8	8
Gentle	9	9	9
Satisfying	43–1	45–1	47–1
No impurities	2	2	2
Sweet	3	3	3
Relaxing	4	4	4
Freshly made	5	5	5
Don't ever use (vol.)	6	6	6
Other or don't know	7	7	7

b. How about a really good cigarette? (RECORD ABOVE) Any others?

c. How about (Soft drinks) (High balls or cocktails) (RECORD ABOVE) Any others?

10017540 60

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

11a. Forgetting about length, price, health and everything else except taste, which brand of cigarettes do you think has the best taste?

	a. Best taste	b. Worst taste	c. Best filter taste	d. Worst filter taste
Camel	* 48–1	* 51–1	54–1	57–1
Chesterfield	* 2	* 2	2	2
Hit Parade (Filter)	3	3	3	3
Kent (Filter)	4	4	4	4
Kool (Non-filter)	* 5	* 5	5	5
(Filter)	6	6	6	6
L & M (Filter)	7	7	7	7
Lucky Strike	* 8	* 8	8	8
Marlboro (Filter)	9	9	9	9
Old Gold (Non-filter)	* 0	* 0	0	0
(Filter)	X	X	X	X
Pall Mall	* Y	* Y	Y	Y
Parliament (Filter)	49–1	52–1	55–1	58–1
Philip Morris	* 2	* 2	2	2
Raleigh (Non-filter)	* 3	* 3	3	3
(Filter)	4	4	4	4
Salem (Filter)	5	5	5	5
Spud (Filter)	6	6	6	6
Tareyton (Non-filter)	* 7	* 7	7	7
(Filter)	8	8	8	8
Viceroy (Filter)	9	9	9	9
Winston (Filter)	0	0	0	0
Other non-filter	* 50–1	* 53–1	56–1	59–1
Other filter	2	2	2	2
All menthol (vol.)	* 3	* 3	3	3
All filters (vol.)	4	4	4	4
All non-filters (vol.)	* 5	* 5	5	5
Don't know	6	6	6	6

b. Which brand of cigarettes do you think has the worst taste? **(RECORD ABOVE)**

c. **(ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN (a))** Which brand of filter cigarettes do you think has the best taste? **(RECORD ABOVE)**

d. **(ASK ONLY IF NON-FILTER BRAND (*) MENTIONED IN (b))** Which brand of filter tips has the worst taste? **(RECORD ABOVE)**

12a. Which brand of filter tips do you think has the most effective filter?

	a. Most effective	b. Least effective
Hit Parade	60–1	62–1
Kent	2	2
Kool	3	3
L & M	4	4
Marlboro	5	5
Old Gold	6	6
Parliament	7	7
Raleigh	8	8
Salem	9	9
Spud	61–1	63–1
Tareyton	2	2
Viceroy	3	3
Winston	4	4
Other	5	5
Don't know	6	6

b. Which brand of filter tips do you think has the least effective filter? **(RECORD ABOVE)**

13a. Which do you feel is the most important factor in reducing the amount of tar and nicotine you get from filter cigarettes—the tobacco used in the cigarette or the filter?

	a. Tar and nicotine	b. Taste
Tobacco	64–1	5
Filter	2	6
Both equal (vol.)	3	7
Don't know	4	8

b. How about as far as the taste of the filter cigarette goes—which is more important, the tobacco or the filter? **(RECORD ABOVE)**

14a. Some scientists say that a filter can eliminate only the particular substances in cigarette smoke which are harmful and let all the other things in the smoke through. Other scientists say that the filter will have to cut down on everything in cigarette smoke in order to cut down on the particular substances which are harmful. Which of these points of view sounds most sensible to you?

Filter eliminates particular substances	65–1
Filter cuts down on everything	2
Don't know	3

b. In cigarette smoke there is nicotine, tar and also a number of other ingredients. What would you guess accounts for the flavor or taste in cigarette smoke—would you guess it comes from the nicotine, or would you guess it comes from the tars, or would you guess the flavor probably comes from the other ingredients in the smoke?

The nicotine	4
The tars	5
Other ingredients	6
No good taste (vol.)	7
Don't know	8

1001754061

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

15a. Here is a card with a description of six different types of filters. Just on the basis of what seems most sensible to you, which cigarette would you think has the most effective filter? (HAND RESPONDENT CARD)

	a. Most effective	b. Least effective
Cigarette A—with a greater number of strands in the filter	66–1	67–1
Cigarette B—with a new type of filter material	2	2
Cigarette C—with a longer filter	3	3
Cigarette D—which has special chemicals sprayed on the filter material	4	4
Cigarette E—which has menthol in the filter	5	5
Cigarette F—which has an extra tightly packed filter	6	6
Cigarette G—a two-section filter with different types of material in each section	7	7
Don't know	8	8

b. Which one of the cigarettes on that list do you think would have the least effective filter? (RECORD ABOVE)

16a. Some brands of filter tips have what they call recessed filters—filters made with an air space between the end of the filter material and the actual end of the cigarette; others have flush filters—the filter material is cut off even with the end of the cigarette. Which would you prefer—recessed filters or flush filters?

	16a.		17a.	
Recessed	68–1	(Ask b)	5	(Ask 17b)
Flush	2		6	
No difference	3	(Skip to 17)	7	(Skip to 19)
Don't know	4		8	

b. Why do you prefer (recessed, flush) filters?

69–

70–

Don't know 70–Y

17a. Leaving aside all of the other aspects of filters and how you feel about them—which do you feel does the better job of filtering the smoke, recessed filters or flush filters? (RECORD ABOVE)

b. Why do you think (recessed, flush) filters do a better job of filtering the smoke?

71–

72–

Don't know 72–Y

(IF HAS PREFERENCE IN 16a AND SAME PREFERENCE IN 17a, ASK 18; OTHERWISE, SKIP TO 19)

18. If there were no difference between the filtering action of recessed and flush filters, which would you prefer?

Recessed 73–1
Flush 2
No difference 3
Don't know 4

19. How do you think they make room for the air space in a recessed filter—by using a shorter filter or by using less tobacco in the cigarette?

Shorter filter 5
Less tobacco 6
Both (vol.) 7
Don't know 8

1001754062

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

20a. Which of the things on this list are the two or three most important factors to you when choosing a brand of cigarettes? **(HAND RESPONDENT CARD)**

	a.	b.		
	Most important factor	Filters	Non-filters	No difference or don't know
Better tobacco	11–1	12–1	2	3
Less nicotine	2	4	5	6
Less tar	3	7	8	9
Nicer looking	4	0	X	Y
Better for you	5	13–1	2	3
Less irritating	6	4	5	6
Milder smoking	7	7	8	9
Less expensive	8	0	X (Ask c)	Y
Feel better in your mouth	9	14–1	2	3
Better flavor	0	4	5	6
Easier on your lungs	X	7	8	9
None or don't know	Y	0	X	Y

(ASK ABOUT EACH ITEM ON LIST)

b. Which do you think has (better tobacco, etc.), filter cigarettes or non-filter cigarettes, or don't you think there is any difference? **(RECORD ABOVE)**

(ASK ONLY IF NON-FILTERS MARKED "LESS EXPENSIVE" IN QUESTION 20b.)

c. There is a real possibility that filter cigarettes will soon be the same price as regular size non-filter cigarettes, cheaper than king size non-filters. If filter cigarettes cost the same as regular size non-filter cigarettes which do you think you would smoke?

Filters 15–1

Non-filters 2

Don't know 3

1001754063

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

21. This is a question about something which might happen in the future. There is a possibility that a completely different flavor could be added to cigarette taste. Would you be interested in trying a cigarette with any of these flavors added? (HAND RESPONDENT CARD) (If "yes") Which flavors would you like to try?

	Like
Orange	17–1
Lemon	2
Apple	3
Pineapple	4
Cherry	5
Strawberry	6
Raspberry	7
Peppermint	8
Spearmint	9
Cinnamon	0
Wintergreen	X
Root Beer	Y
Dentyne	18–1
Lime	2
Peach	3
Chocolate	4
Vanilla	5
Walnut	6
Coffee	7
Other	8
None	9
Don't know	0

(NON-SMOKERS SKIP TO 46)

(ALL OTHERS CONTINUE)

22a. What type of cigarette do you smoke most often—filter tips or non-filter tips?

Filters	19–1	(Ask b)
Non-filters	2	(Skip to 27)
Both equally (vol.)	3	(Ask b)
Don't know	4	(Skip to 27)

b. How long have you been smoking filter tips regularly?

Less than 3 months	5
3 months - less than 6 months	6
6 months - less than 1 year	7
1 year - less than 2 years	8
2 years - less than 4 years	9
4 years - less than 6 years	0
6 years or more	X
Don't know	Y

23. When filters are available, do you ever smoke non-filters?

Yes	20–1
No	2
Don't know	3

24. Which do you really enjoy the most—filters or non-filters?

Filters	4
Non-filters	5
No difference (vol.)	6
Don't know	7

25a. If it were proven that filter cigarettes were no better for your health than non-filters, which do you think you would smoke, filters or non-filters?

Filters	8	(Ask b)
Non-filters	9	(Skip to 26)
Don't know	0	(Skip to 26)

b. Why do you think you would continue to smoke filters?

21–

22–

Don't know 22–Y

26. Would you say you have more confidence in the effectiveness of filters than you did a couple of years ago, or less confidence than you did or would you say you have no more or no less confidence in filters than you used to?

More confidence	23–1
Less confidence	2
No more, no less	3
Don't know	4

1001754064

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

27. What brand of cigarettes do you smoke most often?

Camel (Reg.)	24–1	(Ask 28)
Chesterfield (Reg.)	2	
(King)	3	
Hit Parade (King Fil.)	4	
Kent (King Fil.)	5	
Kool (Reg. M)	6	(Skip to 29)
(Fil. M)	7	
L & M (King Fil.)	8	
Lucky Strike (Reg.)	9	(Ask 28)
Marlboro (King Fil.)	0	
Newport (King Fil.)	X	(Skip to 29)
Oasis (King Fil.)	Y	
Old Gold (Reg.)	25–1	
(King)	2	
(Fil.)	3	
Pall Mall (King)	4	
Parliament (Reg. Fil.)	5	(Ask 28)
(King Fil.)	6	
Philip Morris (Reg.)	7	
(King)	8	
Raleigh (King)	9	
(Fil.)	0	
Salem (Fil. M)	X	(Skip to 29)
Spud (Fil. M)	Y	
Tareyton (King)	26–1	
(King Fil.)	2	
Viceroy (King Fil.)	3	
Winston (King Fil.)	4	(Ask 28)
Other Reg. (Write in)	5	
Other King (Write in)	6	
Other Filter (Write in)	7	
No regular brand	8	(Skip to 29)
Don't know	9	

28. Suppose you were out of cigarettes and the only ones you could buy were mentholated, which brand do you think you would buy?

	28. Would smoke	29. Tried
Kool (Filter)	27–1	28–1
(Regular)	2	2
Newport	3	3
Oasis	4	4
Salem	5	5
Spud	6	6
None	7	7
Don't know	8	8

29. Which of the (other) mentholated filter tip brands have you tried? **(RECORD ABOVE)**

30. Some brands of cigarettes have menthol in them. Which of the things on this list do you think are the reasons some brands have menthol? **(HAND RESPONDENT CARD)** Any others?

To give it a different taste	29–1	To cover up cheaper tobacco	4
To cool off the smoke	2	To improve filtration	5
To give it a fresh taste	3	To ease smoker's throat	6
		Don't know	7

31a. Do you think they are making menthol cigarettes better tasting than they used to be, or are they just about the same as they used to be?

Better	30–1	(Ask b)
Same	2	(Skip to 32)
Some brands better (vol.)	3	(Ask b)
Some better, some worse (vol.)	4	
Some brands worse (vol.)	5	(Skip to 32)
Don't know	6	

b. Which brands of mentholated cigarettes are better tasting?

Kool (Filter)	31–1	Salem	5
(Regular)	2	Spud	6
Newport	3	None	7
Oasis	4	Don't know	8

32. Would you read down this list and then tell me which ones best describe a good mentholated cigarette? **(HAND RESPONDENT CARD)**

Lightly mentholated	32–1	Mild tobacco	4
Really cool tasting	2	Full menthol flavor	5
Mint flavored	3	None or don't know	6

33a. Now, would you look at this list of advertising slogans and tell me which ones you have ever heard of? **(HAND RESPONDENT CARD. READ SLOGAN TO RESPONDENT)**

	a. Heard of	a. Not heard of	b. Brand name
"_____" filters best	33–1		34–
Get the honest taste of a "_____"	2		35–
L & M Less tars & More taste	3		36–
"Better makin's"	4		37–
New "_____" has America's best filter!	5		38–
First with the finest cigarettes through "_____" research	6		39–
Filter, flavor, flip-top box	7		40–
None	8	(Skip to 34)	

(ASK ABOUT EACH SLOGAN MARKED "HEARD OF")

b. What brand of cigarettes uses this slogan? **(READ SLOGAN TO RESPONDENT) (WRITE IN BRAND NAME ABOVE)**

10017540 65

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

34. Recessed filters are often advertised as being "Cleaner smoking." What do you think they mean by that—that they are less messy or better for you or what?

Less messy ____ 41–1
Better for you ____ 2
Other ____ 41–
(write in)
Don't know ____ 41–Y

35. Are there any brands (besides your regular brand) that you smoke occasionally?

	35. Brand smoked occasionally	36. Brand smoked before regular brand		37. Couple of years from now	
Camel (Reg.)	42–1	45–1		48–1	
Chesterfield (Reg.)	2	2		2	
(King)	3	3		3	
Hit Parade (King fil.)	4	4		4	
Kent (King fil.)	5	5		5	
Kool (Reg. M)	6	6		6	
(Fil. M)	7	7		7	
L & M (King fil.)	8	8		8	
Lucky Strike (Reg.)	9	9		9	
Marlboro (King fil.)	0	0		0	
Newport (King fil.)	X	X		X	
Oasis (King fil.)	Y	Y		Y	
Old Gold (Reg.)	43–1	46–1		49–1	
(King)	2	2		2	
(fil.)	3	3		3	
Pall Mall (King)	4	4	(Ask 36b)	4	
Parliament (Reg. fil.)	5	5		5	
(King fil.)	6	6		6	
Philip Morris (Reg.)	7	7		7	
(King)	8	8		8	
Raleigh (King)	9	9		9	
(fil.)	0	0		0	
Salem (fil. M)	X	X		X	
Spud (fil. M)	Y	Y		Y	
Tareyton (King)	44–1	47–1		50–1	
(King fil)	2	2		2	
Viceroy (King fil.)	3	3		3	
Winston (King fil.)	4	4		4	
Other Regular	5	5		XXX	
Other King	6	6		XXX	
Other Filter	7	7		XXX	
Other	XXXX	XXXX		8	(WRITE IN BELOW)
None	9	9		9	
No regular brand	0	0	(Skip to 37)	0	
Don't know	X	X		X	

36a. Now going back to your regular brand—what brand did you smoke most often before (brand in 27)? (RECORD ABOVE)

b. Why did you switch from (brand in 36a) to (brand in 27)?

51–
52–
Don't know ____ 52–Y

37. What cigarettes do you think you'll be smoking a couple of years from now? (RECORD ABOVE)

53–
54–
Other ____ 55–
(write in)

38. How long have you been smoking your present brand? (Brand smoked "most often" in 27)

Less than 3 months ____ 56–1
3 months—less than 6 months ____ 2
6 months—less than 1 year ____ 3
1 year—less than 2 years ____ 4
2 years—less than 4 years ____ 5
4 years—less than 6 years ____ 6
6 years or more ____ 7
Has no regular brand (vol.) ____ 8
Don't know ____ 9

39a. In a sense everyone is a gambler—every time we cross the street there is a chance that we will get hit by a car. Assuming a person does all of the following things, which one of these activities do you think is most dangerous to life? (HAND RESPONDENT CARD)

	a. Most dangerous	b. Least dangerous
Riding in an airplane	57–1	58–1
Taking a trip in a car	2	2
Smoking a pack or more of cigarettes a day	3	3
Climbing in and out of a bath tub	4	4
Going for a long swim in a large lake	5 Probe for Second	5
Breathing the soot and dirt in city air	6	6
Drinking a couple of alcoholic drinks a day	7	7
Don't know	8	8

b. Which one is least dangerous? (RECORD ABOVE)

40. QUESTION OMITTED

41a. Cigarettes are now sold in three different lengths—regular size in paper packages, long size, these are the ones that come in hard boxes, and king size in paper packages. What different sizes are available in your brand?

	a. Available	b. Usually buy
Regular	61–1	6
Long	2	7
King	3	8
Has no regular brand (vol.)	4	9
Don't know	5	0

b. (IF MORE THAN ONE SIZE AVAILABLE) What length do you usually buy? (RECORD ABOVE)

1001754066

Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

42a. There are different types of packages on the market—namely, soft packs and the hard box type package. What types of package are available in your brand?

	a. Available		b. Usually buy	
Soft pack only	62–1	(Skip to 43)	6	(Ask c)
Hard box only	2		7	(Skip to 43)
Both	3	(Ask b)	8	(Ask c)
Has no regular brand (vol.)	4		XXXX	
Don't know	5		9	(Skip to 43)

b. What type of package do you usually buy? **(RECORD ABOVE)**

c. Did you ever regularly buy your brand in the hard box?

Yes	0	(Ask d)
No	X	(Skip to 43)
Don't know	Y	(Skip to 43)

d. What made you start buying your regular brand in the soft package again?

63–

64–

Don't know ..... 64 Y

43a. If your brand offered a choice of both hard and soft packages and in all three lengths—regular, long size and king size—what length would you actually prefer to smoke?

Regular	65–1
Long	2
King	3
No difference (vol.)	4
Don't know	5

b. What type of package would you prefer, the soft pack or the box type package?

Hard pack	6
Soft pack	7
Parliament pack (vol.)	8
Don't know	9

44. Now just to sum up, I'd like to read you some statements and ask you whether you agree or disagree with each one.

The first one is:	Agree	Disagree	Don't know
a. Filter-tip cigarettes are no safer than non-filters	66–1	2	3
b. Filter tip cigarettes use a special blend of tobaccos	4	5	6
c. Cigarettes taste better through a filter	7	8	9
d. Filter cigarettes cause you to smoke more	0	X	Y
e. They could make better filters than they do	67–1	2	3
f. Cigarettes may be harmful, but I'm not going to worry about it	4	5	6
g. As long as you are careful not to smoke too much, cigarettes won't do you any real harm	7	8	9
h. Filter-tip cigarettes use a cheaper grade of tobacco	0	X	Y

45a. Changing the subject for a minute. How do you feel about the recession? Would you say it's about over, or that we have a long way to go?

About over	68–1
Not over	2
Don't know	3

b. Would you tell me which of the statements on this card applies to you? **(HAND RESPONDENT CARD)**

I or someone in my immediate family has been out of work at some time during this past year	69–1
While no one in our family has been out of work during the past year, our family income has been less than it was a year ago	2
Our family income was the same this year as it was a year ago	3
Our family income was higher this year than it was a year ago	4
Don't know	5

46a. Now just a few questions for tabulating purposes—are you married or single?

Married	74–1	(Ask b)
Single	2	(Skip to 47)
Widowed or divorced	3	(Skip to 47)

b. Does your (husband, wife) smoke?

Yes	4
No	5
Don't know	6

47. What is the last grade of school you finished—not including special courses like art or secretarial?

No school	7
Grade school	8
High school	9
College	0

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Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000

48a. What is your occupation?

	a. Respondent	c. Head of household
Top management, top talent, and major professional	75–1	76–1
Administrative, salaried professional, executive	2	2
Owner—small retail store or business	3	3
Technicians, minor administrative, and low supervisory	4	4
White collar, clerical (non-supervisory)	5	5
Skilled worker (trades, training required)	6	6
Worker (no training required)	7	7
Retired	8	8
Unemployed	9	9
Student	0	0
Housewife	X	X

b. Are you the head of your household?

Yes 77–1 (SKIP TO FACTUAL)

No 2 (Ask c)

c. What is the occupation of the head of your household? (RECORD ABOVE)

FACTUAL

Sex

Male 78–1

Female 2

Age

18-20 3

21-24 4

25-34 5

35-49 6

50 and over 7

Race

White 8

Negro 9

Economic Level

A 79–1

A– 2

B+ 3

B 4

B– 5

C+ 6

C 7

C– 8

D+ 9

D 0

Not completed

Non-English speaking X

Refused due to non-interest at Question # Y (write in)

Respondent's Name: _____

Address: _____ Apt. # _____

Respondent # _____ Interviewer's Initials _____

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Source: https://www.industrydocuments.ucsf.edu/docs/xsgk0000